Amy McCreary

BLPHI

Cash

15%

Broadcast

EOM/EOC

National

ORDER

Primary AE:

Sales Office:

Sales Region:

Billing Type:

Billing Cycle:

Billing Calendar:

Agency Commission:

New Business Thru:

Advertiser External ID:

Agency External ID:

Order Separation:

104084 Orders Order / Rev:

Name:

Agency

Advertiser

Bill Plan

Start Date

07/30/12

06831655 Alt Order #: Crossroads GPS Product Desc:

732 Estimate:

Flight Dates: 07/30/12 - 08/06/12

Original Date / Rev: 07/06/12 / 07/06/12

GENERAL Order Type:

Crossroads Media, LLC

Buying Contact:

Billing Contact: 66 Canal Center Plaza

Alexandria, VA 22314

Crossroads GPS Name:

Spots Gross Amount

Demographic: A35+

88

PLI2,PLC01-Democrat **Product Codes:** SELECT PRIORITY CODE Priority:

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

Net Amount

\$72,823.75

Totals

Start Of Order - End Of Order

Spots Gross Amount Net Amount Rating Month August 2012 -88 \$85,675,00 \$72-823-75 0:00 0.00 88 \$85,675.00 \$72,823.75 Totals

100%

00:15:00

Amy McCreary

Market

End Date

08/06/12

Account Executives Sales Region Start Date / End Date Order % Sales Office Account Executive

\$85,675.00

Share Total **Order Share** KSNV 32% \$85,675.00 100% \$267,734.38

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$53,546.88
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$80,320.31
KTUD	0%	\$0.00
KVVU	17%	\$45,514.84
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$2,677.34

	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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		KSNV E	ARLY NE	ws										
		Sta	r <u>t Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>				1		
	W	eek: 07/	30/12	08/05/12	S	1	\$650.00	0.00						

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Order / Rev:

104084

Advertiser:

Estimate:

Crossroads GPS

Alt Order #: *
Flight Dates:

06831655 07/30/12 - 08/06/12 Product Desc:

Crossroads GPS

73

732

KSNV

Ln C	h Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type S	oots	Amount
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KSNV

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Crossroads GPS Advertiser: 104084 Order / Rev: Crossroads GPS Product Desc:

E 21 KSNV 08/01/12 08/01/12

End Date

08/05/12

End Date

08/05/12

End Date

08/05/12

End Date

08/12/12

E 22 KSNV 08/02/12 08/02/12 News 3 at 430pm

NEWS 4 AT 430P

Week: 07/30/12

Week: 07/30/12

Week: 07/30/12

Week: 08/06/12

Start Date

NEWS 4 AT 430P

Start Date

NEWS 4 AT 430P

Start Date

NEWS 4 AT 430P

Start Date

E 25 KSNV 07/30/12 07/30/12

E 24 KSNV 08/06/12 08/06/12

E 23 KSNV 08/03/12 08/03/12

News 3 at 430pm

Weekdays

Weekdays

Weekdays

----F--

News 3 at 430pm News 3 at 4:30PM

<u>Weekdays</u>

---T---

News 3 at 4:30PM

News 3 at 4:30PM

News 3 at 430pm News 3 at 4:30PM

Alt Order #: 06831655 732 Estimate: 07/30/12 - 08/06/12 Flight Dates:

Amount Len Spots Rate Pri Rtg Type Spots Break Start/End Time Days **Inventory Code** Ln Ch Start End M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Rating Spots/Week Rate Start Date End Date Weekdays \$1,000.00 0.00 Week: 07/30/12 08/05/12 \$1,000.00 0.00 NM 1 \$1,000.001 :30 -T----7-730pm CM E 14 KSNV 07/31/12 07/31/12 M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Rating Spots/Week Rate End Date Weekdays Start Date 0.00 \$1,000.00 1 08/05/12 Week: 07/30/12 \$1,000.00 0.00 NM 1 \$1,000,001 :30 7-730pm _ -- W- - -- -CM E 15 KSNV 08/01/12 08/01/12 M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Rating Rate Spots/Week Start Date End Date Weekdays 0.00 \$1,000.00 --W----Week: 07/30/12 08/05/12 \$1,000.00 0.00 NM :30 1 \$1,000.001 ---T---CM 7-730pm E 16 KSNV 08/02/12 08/02/12 M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Rating Rate Spots/Week Weekdays Start Date End Date 0.00 \$1,000.00 08/05/12 Week: 07/30/12 \$1,000.00 1 \$1,000.001 0.00 NM ----F--:30 7-730pm E 17 KSNV 08/03/12 08/03/12 CM M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Spots/Week Rating Rate End Date Weekdays Start Date 0.00 \$1,000.00 08/05/12 ---F--Week: 07/30/12 \$1,000.00 1 \$1,000.001 0.00 NM :30 M-----7-730pm CM E 18 KSNV 08/06/12 08/06/12 M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE Rating <u>Rate</u> Spots/Week Weekdays Start Date End Date \$1,000.00 0.00 08/12/12 Week: 08/06/12 \$700.00 0.00 NM :30 \$700.001 430-5pm CM E 19 KSNV 07/30/12 07/30/12 News 3 at 430pm News 3 at 4:30PM **NEWS 4 AT 430P** Rating Rate Spots/Week End Date Weekdays Start Date \$700.00 0.00 08/05/12 Week: 07/30/12 \$700.00 1 \$700.001 0.00 NM :30 -T----430-5pm E 20 KSNV 07/31/12 07/31/12 News 3 at 430pm CM News 3 at 4:30PM NEWS 4 AT 430P Rating Spots/Week <u>Rate</u> Start Date End Date <u>Weekdays</u> \$700.00 0.00 Week: 07/30/12 08/05/12 0.00 NM \$700.00 \$700.001 :30 --W----

430-5pm

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6-7a

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Print Date: 07/06/12 12:48:03

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KSNV

Order / Rev:

104084

Advertiser:

Crossroads GPS

Alt Order #:

06831655

Product Desc:

Crossroads GPS

Flight Dates:

07/30/12 - 08/06/12

Estimate:

732

Amount Rate Pri Rtg Type Spots Len Spots Break Start/End Time Days Inventory Code Ln Ch Start End M-F 6-7a WakeUp w/VVag M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Spots/Week Rate End Date Weekdays Start Date \$700.00 0.00 Week: 07/30/12 08/05/12 \$700.00 0.00 NM \$700.001 -T~---:30 M-F 6-7a WakeUp w/WagM E 26 KSNV 07/31/12 07/31/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Rate Spots/Week End Date Weekdays Start Date 0.00 \$700.00 08/05/12 Week: 07/30/12 \$700.00 0.00 NM \$700,001 :30 --W----6-7a M-F 6-7a WakeUp w/Wa@M E 27 KSNV 08/01/12 08/01/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating <u>Rate</u> Spots/Week Start Date End Date We<u>ekdays</u> 0.00 \$700.00 --W----Week: 07/30/12 08/05/12 \$700.00 0.00 NM \$700,001 :30 ---T---6-7a M-F 6-7a WakeUp w/WaQM 08/02/12 08/02/12 E 28 KSNV M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Rate Spots/Week Weekdays **End Date** Start Date \$700.00 0.00 ~--T---08/05/12 Week: 07/30/12 \$700.00 0.00 NM 1 \$700.001 ---F--:30 E 29 KSNV 08/03/12 08/03/12 M-F 6-7a WakeUp w/Wa@M 6-7a M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Spots/Week Rate Start Date End Date <u>Weekdays</u> 0.00 \$700.00 ---F--08/05/12 Week: 07/30/12 \$700.00 0.00 NM \$700.001 M-----:30 6-7a M-F 6-7a WakeUp w/Wa@M E 30 KSNV 08/06/12 08/06/12 M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Rating Rate Spots/Week End Date Weekdays Start Date \$700.00 0.00 Week: 08/06/12 08/12/12 \$1,400.00 1 \$1,400.001 0.00 NM :30 M----658a-9am CM E31 KSNV 07/30/12 07/30/12 **Today Show Today Show** TODAY SHOW Rating Spots/Week Rate End Date Weekdays Start Date 0.00 \$1,400.00 08/05/12 Week: 07/30/12 \$1,400.00 0.00 NM :30 1 \$1,400.001 -T----СМ 658a-9am E 32 KSNV 07/31/12 07/31/12 Today Show Today Show **TODAY SHOW** Rating <u>Rate</u> Spots/Week Start Date End Date <u>Weekdays</u> \$1,400.00 0.00 08/05/12 Week: 07/30/12 \$1,400.00 1 \$1,400.001 0.00 NM :30 658a-9am --W----CM E 33 KSNV 08/01/12 08/01/12 Today Show Today Show **TODAY SHOW** Rating Spots/Week Rate Weekdays Start Date End Date 1 \$1,400.00 0.00 08/05/12 Week: 07/30/12 \$1,400.00 0.00 NM 1 \$1,400.001 :30 ---T---CM 658a-9am E 34 KSNV 08/02/12 08/02/12 **Today Show Today Show TODAY SHOW** Rating Spots/Week Rate <u>Weekdays</u> Start Date End Date 0.00 \$1,400.00 1 ---T---Week: 07/30/12 08/05/12 \$1,400.00 0.00 NM 1 \$1,400.001 :30 _--F--CM 658a-9am E 35 KSNV 08/03/12 08/03/12 **Today Show Today Show** TODAY SHOW Rating Rate Spots/Week Weekdays **End Date** Start Date 0.00 \$1,400.00 1 08/05/12 Week: 07/30/12 \$1,400.00 0.00 NM 1 \$1,400.001 :30 658a-9am CM E36 KSNV 08/06/12 08/06/12 **Today Show** Today Show TODAY SHOW Rating Spots/Week <u>Rate</u> End Date <u>Weekdays</u> Start Date 0.00 \$1,400.00 Week: 08/06/12 08/12/12 \$700.00 0.00 NM \$700.001 M-----:30 4-430p CM E 37 KSNV 07/30/12 07/30/12

Page 5 of 7 Print Date: 07/06/12 12:48:03

Order / Rev:

104084

Advertiser:

Crossroads GPS

Alt Order #: "

06831655

Product Desc:

Crossroads GPS

Flight Dates:

07/30/12 - 08/06/12

Estimate:

732

KSNV

Ln	Ch	Start		Inventory Code	Break	Start/End Ti	me Days I	Len Spot	ts	Rate Pri	Rtg Type Spo	ts .	Amount
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Print Date: 07/06/12 12:48:03

Page 6 of 7

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\$4,500.00

\$6,000.00

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\$2,000.00

\$12,000.00

10

0.00 NM

10 \$1,200.001

:30

Order / Rev:

104084

Advertiser:

Crossroads GPS

Alt Order #:

06831655

Product Desc:

Crossroads GPS

Flight Dates:

NEWS

Week: 07/30/12

Start Date

E 61 KSNV 07/30/12 08/03/12

End Date

08/05/12

<u>Weekdays</u>

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07/30/12 - 08/06/12

Estimate:

732

KSNV

_n	Ch	Start	End	Inventory Cod		Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
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L -	1 1/0/11	, 0,,00,		M-F Jeopardy			•				
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·					News 3 CM	11pm-12:	35am MTWTF	:30	6 \$1,000.007	U.UU INIVI	J
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1	NE	WS			Crata BAI	eek <u>Rate</u>	Rating				
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1	E OU N	UIXV 00/	25, ,2 35,30	Late News di	uring Olympic	5					ŀ
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<u>Rating</u>

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MTWTF--

Rate

\$1,000.00

9am-4pm

Spots/Week

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Print Date: 07/06/12 12:48:03

Page 7 of 7

Order / Rev:

104084 06831655 Advertiser:

Crossroads GPS

Alt Order #: Flight Dates:

Product Desc:

Crossroads GPS

732

KSNV

Estimate: 07/30/12 - 08/06/12

ı Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts Rate Pri	Rtg Type Spots	Amount
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OLY D Si Week: 0 E 62 KSNV	tart <u>Date</u> 7/30/12	End Date 08/05/12 2 08/05/12	Weekdays SI MTWTF Olympics Primetime Olympics Primetime	CM	Rate \$1,200.00 730pm-12a		:30	2 \$6,000.001	0.00 NM 2	\$12,000.00
OLY I S Week: 0 E 63 KSN	<u>Start Date</u> 07/30/12	End Date 08/05/12 12 08/04/12	MTWTFSS	Veek@M	\$6,000.00 4am-6pm		:30	1 \$1,700.001	0.00 NM 1	\$1,700.00
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	/JEP <u>Start Date</u> :07/30/12	End Date 08/05/12	<u>Weekdays</u> 5-	Spots/Wee	<u>k Rat</u> 1 \$575.0				Totals 8	8 \$85,675.00